

“Utility of Tobacco Control Program among Tobacco Sellers”


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Abstract

India records about 8 lakhs tobacco consumption related death every year (ICMR, report). The major tobacco control program includes creating awareness, reduction in tobacco production as well as banning of tobacco use in public places & control of tobacco distribution system. During the 2013s there will be estimated 1 million tobacco consumption related deaths in India and about 70% of deaths in pre-elderly consumers. Currently, tobacco is responsible for 1 in 5 of all male deaths in middle age. The Govt. of India has taken many initiatives & implemented different laws in this regard. However, very little improvement is seen suggesting an ineffective implementation of the law. The authors suggest that significant change can be gained only if the existing law is implemented effectively, therefore a separate law enforcing authority & a separate tobacco control cell at various levels may play a vital role in this regard.

Keywords: India, Tobacco

Introduction

India records about 8 lakhs tobacco death every year (ICMR, report)¹ The major tobacco control program includes creating awareness among tobacco seller in up, India, reduction in tobacco production and banning of tobacco use in places by the public and control of tobacco distribution system. Currently, tobacco is responsible for 2 in 5 of all male deaths in middle age and 1 in 5 in females. The Government of India recently enacted a tobacco control legislation (prohibition of ads, regulation of trade and commerce, production, supply & distribution)^{2, 3} Among important areas addressed by the WHO FCTC (Framework Convention on Tobacco Control), strengthening education, training, communication and public awareness about the dangers of tobacco consumption are primary focus of article 12.^{2,3}

Aim and Objectives

To evaluate the awareness of shopkeepers about tobacco control program and also to assess the effectiveness of the law

Materials and Method

A questionnaire survey was done among the 60 retail tobacco sellers near to educational institutes in ghaziabad to evaluate the awareness of shopkeepers about tobacco control program and also to assess the effectiveness of the law.

Results

The survey revealed, among 60 tobacco distributors, 12 were aware of Tobacco Policy, Packaging and labeling rules of Govt. 15 were partially aware and 33 were totally unaware of the act (fig. 1). 45% shopkeepers were aware of any punishment, if they violate the law. Among who were aware, only 20% were aware of what type of punishment it is (fig. 2). Survey also revealed that 96% shopkeepers believed that nobody had been punished till date (fig. 2). According to survey, 30% of the shopkeepers were selling tobacco products without

statutory warning(fig. 3) and 60% were selling the products with statutory warning that was not clearly mentioned (fig. 4) which did not conveying a correct message to people about the ill effects of consuming tobacco. The remaining 10% shopkeepers were selling tobacco products with correct and clearly visible display of the statutory warning (fig. 5). The survey also revealed that 30% were selling tobacco without following local language rule. Not understood by local consumers what is written over package). The survey revealed that 30% products in the market are not following 40% law of warning display over packages (fig. 6 and fig. 7). The survey also revealed that 60% shopkeepers were selling loose tobacco products (fig. 8). Cigarettes, it is not a loose form of tobacco product, Tobacco masala sprinkle over betel pan and khani.

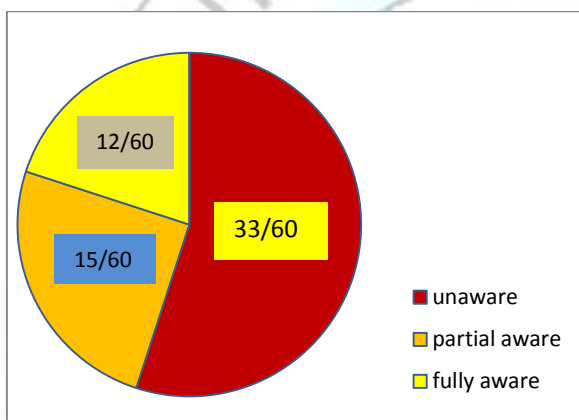


Fig. 1

Aware of any punishment, if they violate the law	45%
Aware of the type of punishment	20%
Shopkeepers believe that nobody has been punished till now	96%

Fig. 2



Fig. 3: Without statutory warning



Fig. 4: Unclear Display.



Fig. 5: Correct Display



Fig. 6: violating 40% display and local language law



Fig. 7: follow 40% display and local language law



Fig. 8: Loose Form

Discussion

An effective tobacco control program is needed to reduce the burden caused by tobacco. The Govt. of India has taken many initiatives & implemented different laws in this regard.⁴ However, very little improvement is seen suggesting an ineffective implementation of the law. Comprehensive health warnings about the dangers of tobacco play a vital role in changing the image of the product, especially among

adolescents and young adults². Tobacco health warnings are considered to be one of the strongest defenses against the epidemic of tobacco⁵. Only few tobacco users fully grasp the health risks of tobacco abuse, despite conclusive evidence of the dangers. The present study suggests that many people including shopkeepers are unaware of the Govt. policy & its consequences. The authors suggest that significant change can be gained only if the existing law is implemented effectively, therefore a separate law enforcing authority & a separate tobacco control cell at various levels may play a vital role in this regard.

Conclusion

Tobacco program are needed to create awareness in people about harmful effects of tobacco. And changes are required in present laws and implemtion of those laws.

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QUESTIONNAIRE

Name	Age	Sex
Address		
Shop Licence: Yes/ No		
Year of Licence:		
Know About the Law for Tobacco Selling:		Yes /No
Aware of any Punishment, If they Violate the Law:		Yes /No
Aware of the type of Punishment:		Yes /No
Shopkeepers believe that Nobody has been punished till now:		Yes /No
Sell Tobacco to People below of 18 Years:		Yes /No
Tell People harmful Effects of Tobacco:		Yes /No

